

Special pack design for *Légères*, a brand made by Gauloises, employing images not only young, but very far from adult. There is no mistaking the target audience for this brand.

lar local cigarette brand was often centre stage to crowds of children and adults at events in special John Rolfe "encampments". As many as 40 company vehicles could be present, including the type of highly expensive, four wheel drive machines that every boy dreams about driving one day, as well as trailers, beer stalls, a landing pad vehicle for the helicopter, and other glossy attractions.

And of course there was the allure of the chopper itself, especially irresistible to children. The whole circus was one of the most provocative tobacco promotions ever seen in South Africa, a thorn deep in the side of the country's efforts to protect public health. Now at last the campaigners can celebrate a particu-



larly tangible form of victory following the passing of the country's landmark tobacco control legislation. While details were awaited of the schedule for implementing the law, which includes a tobacco advertising ban, the cigarette makers must have seen the writing on the wall. Legislation works. For the South African tobacco industry, it is now a case of quitting while they are behind.

## Denmark: tobacco premier hits bass note

How very inconvenient it must be for tobacco companies if they invest in arts

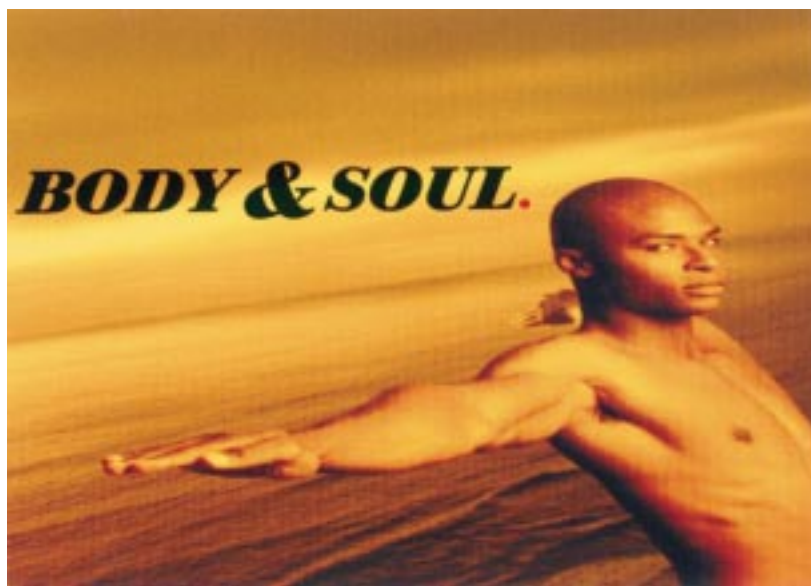
sponsorship to circumvent an advertising ban, only to find that ministers of culture, who should be grateful for the funds, implement the law as parliament intended.

This can be seen in Denmark which, despite valiant efforts by the health community, lingers second only to Germany at the bottom of the tobacco control league in northern Europe, in terms of public and political awareness about tobacco.

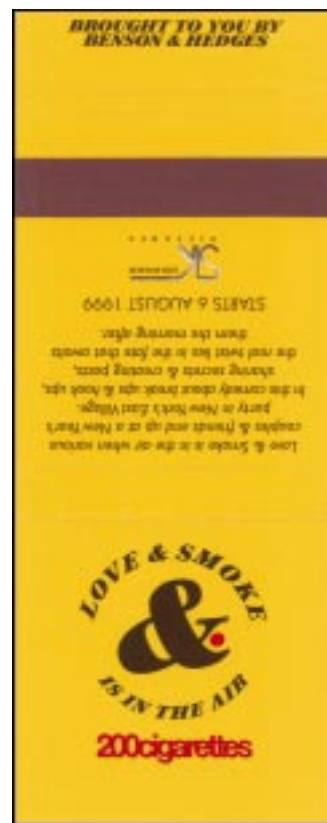
Early in 1999, *Tobaksblad*, a publication for employees of the Scandinavian Tobacco Company (STC), carried a photograph of the Danish prime minister, Poul Nyrup Rasmussen, handing over the \$30 000 1998 Jazzpar jazz music prize to French jazz pianist Martial Solal. The prize, as the publication proudly reminds its readers, is exclusively sponsored by STC.

Commenting on the premier's apparent contentment as he clutched a large scale version of STC's leading Prince cigarette pack (with the Prince name replaced by ST), the journal said: "Judging from the remarkable joy of the arrangement, he clearly does not share the negative attitude to tobacco industry sponsorship of his minister of culture".

The minister of culture, Elsebeth Gerner Nielsen, had already implemented the EU's directive on tobacco promotion that bans most forms of advertising and sponsorship of



South Africa: recent promotions include this Body & Soul postcard for BAT's Benson & Hedges (B&H) brand, given away free at fashionable cafés, bars, cinemas, restaurants, and tobacco "points of sale", sometimes handed unsolicited to customers with their change or purchases. The B&H Love & Smoke matches are promoting a movie of reportedly questionable quality, called 200 Cigarettes. B&H publicity also appeared on billboards for the movie.





Denmark's prime minister, Poul Nyrup Rasmussen, clutching a large scale version of the Scandinavian Tobacco Company's leading Prince cigarette pack (with the Prince name replaced by ST). Photo credit: Jan Persson

tobacco products, which should be implemented by Danish legislation before the end of 2001. In April 1999, she stated: "The EU directive is a reasonable directive. Therefore we will start to implement the directive as the Ministry of Culture negotiates with its supported institutions and when the Ministry of Culture sponsors cultural projects and cultural institutions".

Denmark has more reasons than most countries to take tobacco control seriously, with 12 000 deaths a year from tobacco and one of the world's highest female lung cancer rates. Nevertheless, while the current 1000 cases per year are predicted to double within 10 years, the Danish Council on Smoking and Health has a budget of only \$2.5 million a year. A recent decision to offer nationwide breast screening to prevent just 150 of the current 1300 breast cancer deaths per year, however, will cost between \$7–15 million dollars.

One of the cultural institutions sponsored by STC is the Danish Royal Theatre in Copenhagen. Appropriately, among its core repertoire is the modern ballet "Triumph of Death", with music by the rock group Savage Rose.

## The Smokey Planet guide to the Framework Convention

The International Framework Convention on Tobacco Control has already become a familiar phrase, and everyone knows it is the lynchpin of

the World Health Organization's long term strategy for tobacco control. But what exactly is it, and how is it likely to feature in the work of tobacco control advocates over the next few years? We offer here a basic guide to this most important development in international tobacco control, with thanks to the Advocacy Institute, USA, on whose work it is based.

The Framework Convention on Tobacco Control, often abbreviated to FCTC, is an international treaty like the one on climate control, which is aimed at controlling tobacco use world wide because of the epidemic of disease and premature death which it causes. It is not only the first time such an approach has been used in tobacco control, but also the first international treaty on health—evidence of the top priority status WHO now gives to the tobacco problem. It will address such issues as tobacco advertising and promotion, agricultural diversification, smuggling, and taxation. It will be especially important in guiding developing countries, which are due to bear the worst of the projected 10 million premature deaths each year from smoking by the year 2025. Few developing countries have strong tobacco prevention programmes, and the FCTC will offer them the opportunity to strengthen tobacco control legislation, and to synchronise tobacco control policies with other countries.

Speaking in October 1998 only months after assuming office, Dr Gro Harlem Brundtland, WHO's director general, said: "Tobacco control cannot succeed solely through the efforts of individual governments, national NGOs (non-governmental organisations) and media advocates. We need an international response to an international problem. I believe the response will be well encapsulated in the development of an international framework convention . . .". In May 1999, WHO's "parliament", the World Health Assembly (WHA), unanimously backed a resolution asking Dr Brundtland to move forward with the development of the FCTC.

The importance of the FCTC can be judged by that fact that it has already received that most reliable of all evaluations, the strong condemnation of the international tobacco industry. At the annual shareholders meeting of BAT, the company's chairman, Martin Broughton, attacked WHO, which, he said, "seems to have been hijacked by zealots in its desire to set itself up as some sort of super nanny". There is evidence that individual companies have already

started asking to meet governments to discuss their "views" about it.

So what exactly is a "framework convention"? In general, a convention is a type of legally binding treaty that establishes a system of international governance for an issue. Framework conventions determine the general guidelines and principles for governance. Protocols, which are separate, more specific agreements, are established to supplement and support the framework. This approach is designed to proceed incrementally. Thus the FCTC will be a legally binding international treaty to establish a general system of governance for global tobacco control. It will be developed by WHO's 191 member states, and serve as an instrument to complement and strengthen national tobacco control programmes. This is the first time that the member states of WHO have exercised their constitutional authority to develop such a convention.

The process of development of the FCTC is already in hand. An informal working group, open to all member states, began drafting the framework and possible protocols in October. It was established by the WHA, together with a formal intergovernmental negotiating body, also open to all member states, which will negotiate the proposed FCTC and related protocols. This body will meet after the WHA meeting in May 2000 and begin the formal negotiation phase.

The FCTC provides a general set of guidelines and principles for the member states. The related protocols will be separate, more specific, agreements that address transnational issues. Protocols addressing taxation, smuggling, and tobacco advertising may be considered. The framework/protocol process is designed to proceed slowly and incrementally. In the USA, for example, the framework and each protocol will need to be ratified individually by the senate, like any treaty. This sort of approach allows member states to support the general framework, but still have the ability to make decisions on individual protocols. The WHA is likely to adopt the FCTC and its related protocols formally at its meeting in May 2003.

To tobacco control advocates, the importance of the FCTC cannot be overstated. Support for the FCTC should be seen as an integral part of supporting national and international tobacco control. When adopted, the FCTC will raise the profile of tobacco control, and could result in increased financial resources both within countries and at the international level for tobacco control efforts. Advocates